DETAILED ACTION

Drawings

The drawings are objected to because the drawing filed 9/27/2010 contains hand-written numerals and elements that may become unclear when reproduced. Corrected drawing sheets in compliance with 37 CFR 1.121(d) are required in reply to the Office action to avoid abandonment of the application. Any amended replacement drawing sheet should include all of the figures appearing on the immediate prior version of the sheet, even if only one figure is being amended. The figure or figure number of an amended drawing should not be labeled as "amended." If a drawing figure is to be canceled, the appropriate figure must be removed from the replacement sheet, and where necessary, the remaining figures must be renumbered and appropriate changes made to the brief description of the several views of the drawings for consistency. Additional replacement sheets may be necessary to show the renumbering of the remaining figures. Each drawing sheet submitted after the filing date of an application must be labeled in the top margin as either "Replacement Sheet" or "New Sheet" pursuant to 37 CFR 1.121(d). If the changes are not accepted by the examiner, the applicant will be notified and informed of any required corrective action in the next Office action. The objection to the drawings will not be held in abeyance.

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes

and/or additions be unacceptable to applicant, an amendment may be filed as provided

by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be

submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview

with Paul Teng on 12/23/2010.

The application has been amended as follows:

In the Title

~~Interactive promotion of product sales in internet sales transactions~~ Method and system

for enhancing product sales in network transactions

In the Claims

45. (currently amended) A method for enhancing product sales in network transactions,

the method comprising:

(a) delivering display information to a customer side for ordering products or

services via a network;

(b) receiving at a seller side an initial order from the customer side, said initial

order comprising

(i) customer side information including an identity of a client, and

(ii) an initial specified quantity;

(c) determining, <u>with a seller side computer,</u> based on said initial specified

quantity whether said initial order is to be treated as a retail-customer-to-business

transaction or as a business-to-business transaction, and

(c1) when it is determined based on said initial specified quantity that said

initial order is to be treated as a retail-customer-to- business transaction,

and [[if]] said specified quantity of said initial order is in a range equal to or

higher than a first predetermined quantity but lower than a third

predetermined quantity, changing the display information at the customer

side to reflect the retail-customer-to-business transaction and a retail-

customer-to-

business promotion, and

(c2) when it is determined based on said initial specified quantity that said

initial order is to be treated as a business-to-business transaction, and [[if]]

said specified quantity is equal to or greater than said third predetermined

quantity, changing the display information at the customer side to reflect

the business-to-business transaction and a business-to-business

promotion; and

(d) processing and executing the order with the appropriate corresponding

promotion, wherein [[if]] <u>when</u> it is determined in [[(c2)]] <u>(c)</u> that the specified quantity of

the initial order is lower than said third predetermined quantity, then it is determined

based on said customer side information if said initial order is eligible to be treated as a

business-to-business transaction, and

when [[if]] it is determined based on said customer side information that said

initial order is eligible to be treated as a business-to-business transaction, the seller side

calculates a quantity difference to qualify for the business-to-business transaction and

promotion, displays the quantity difference along business-to- business transaction and

promotion information at the customer side, and provides the customer side with an

option of modifying the order.

52. (currently amended) A system for promoting product sales in network transactions,

the system comprising:

a customer side terminal including

an information entry part configured for user entry of an initial order,

a display configured to display information reflecting said initial order

entered through said information entry part, and

a communication part configured to communicate information

corresponding to said initial order, through a network with a seller

side computer, said initial order comprising

(i) customer side information including an identity of a client,

and

(ii) an initial specified quantity;

wherein said customer side terminal sends said initial order to said seller side

computer to enable said seller side computer to determine based on said initial

specified quantity whether the initial order is to be treated as a retail-customer-to-

business transaction or as a business-to-business transaction comprising a business-to-

business promotion,

wherein the display information at the customer side is changed to reflect a retail-

customer-to-business transaction and a retail-customer-to-business promotion, <u>when</u>

[[if]] it is determined based on said initial specified quantity that the initial order is to be

treated as a retail-customer-to-business transaction and [[if]] a specified quantity of said

initial order is in a range equal to or higher than a first predetermined quantity but lower

than a third predetermined quantity, and

wherein the display information at the customer side is changed to reflect a

business-to- business transaction and a business-to-business promotion, <u>when</u> [[if]] it is

determined based on said initial specified quantity that the initial order is to be treated

as a business-to-business transaction and [[if]] said specified quantity is equal to or

greater than said third predetermined quantity,

wherein <u>when</u> [[if]] it is determined that the specified quantity of the initial order is

lower than said third predetermined quantity, then it is determined based on said

customer side information if said initial order is eligible to be treated as a business-to-

business transaction, and

<u>when</u> [[if]] it is determined based on said customer side information that said

initial order in eligible to be treated as a business-to-business transaction, the seller side

calculates a quantity difference to qualify for the business-to-business transaction and promotion, displays the quantity difference along with business-to- business transaction and promotion information at the customer side, and provides the customer side with an option of modifying the order.

58. (currently amended) A system for promoting product sales in network transactions, the system comprising:

    a seller side computer facility including <u>one or more computers</u> and

        a communication part configured to communicate through a network with

            a customer side terminal and receive an initial order from said

            customer side terminal, said initial order comprising

                (i) customer side information including an identity of a client,

and

                (ii) an initial specified quantity; and

        a determination part configured to determine based on said initial specified

            quantity whether said initial order is to be treated as a retail-

            customer-to-business transaction or as a business-to-business

            transaction, and

        when it is determined based on said initial specified quantity that said

      initial order is to be treated as a retail-customer-to-business transaction, and [[if]]

      said specified quantity of said initial order is in a range equal to or higher than a

      first predetermined quantity but lower than a third predetermined quantity, cause

the display information at the customer side to change to reflect the retail-customer-to-business transaction and a retail-customer-to-business promotion, and

when it is determined based on said initial specified quantity that said initial order is to be treated as a business-to-business transaction, and [[if]] said specified quantity is equal to or greater than said third predetermined quantity, cause the display information at the customer side to change to reflect the business-to-business transaction and a business-to-business promotion,

wherein when [[if]] it is determined that the specified quantity of the initial order is lower than said third predetermined quantity, then it is determined based on said customer side information if said initial order is eligible to be treated as a business-to-business transaction, and

when [[if]] it is determined based on said customer side information that said initial order is eligible to be treated as a business-to-business transaction, the seller side calculates a quantity difference to qualify for the business-to-business transaction and promotion, displays the quantity difference along with business-to- business transaction and promotion information at the customer side, and provides the customer side with an option of modifying the order.

REASONS FOR ALLOWANCE

The following is an examiner's statement of reasons for allowance:

The present invention is directed towards a method and system for enhancing product sales in network transactions. Independent claims 45, 52, and each teach the novel features of: determining, based on an initial specified quantity whether an initial order is to be treated as a retail-customer-to-business transaction or as a business-to-business transaction, and, as a result, when it is determined based on the initial specified quantity that the initial order is to be treated as a retail-customer-to- business transaction, and the specified quantity of the initial order is in a range equal to or higher than a first predetermined quantity but lower than a third predetermined quantity, changing display information at the customer side to reflect the retail-customer-to-business transaction and a retail-customer-to-business promotion, and when it is determined based on the initial specified quantity that the initial order is to be treated as a business-to-business transaction, and the specified quantity is equal to or greater than the third predetermined quantity, changing the display information at the customer side to reflect the business-to-business transaction and a business-to-business promotion; subsequently processing and executing the order with the appropriate corresponding promotion, wherein when it is determined that the specified quantity of the initial order is lower than the third predetermined quantity, then it is determined based on customer side information if the initial order is eligible to be treated as a business-to-business transaction, and when it is determined based on the customer side information that the

initial order is eligible to be treated as a business-to-business transaction, the seller side

calculates a quantity difference to qualify for the business-to-business transaction and

promotion, displays the quantity difference along business-to- business transaction and

promotion information at the customer side, and provides the customer side with an

option of modifying the order.

The Examiner emphasizes the interrelation of the noted features with the

remainder of each respective claim element. Moreover, when taken as a whole, the

claims including the above noted limitations are not rendered obvious as the available

prior art does not teach, suggest, or otherwise render obvious the noted features, nor

does the available prior art suggest or otherwise render obvious further modification of

the evidence at hand. Such modifications would require a substantial reconstruction of

the claimed invention relying solely on improper hindsight bias, and thus would not be

obvious.

The following reference has been identified as the most relevant prior art to the claimed invention(s). The prior art generally relates to the process of e-commerce transactions based on order quantity. Mesaros (US 7124099 B2)) discloses e-commerce volume pricing. Mesaros does not anticipate nor render obvious: determining, based on an initial specified quantity whether an initial order is to be treated as a retail-customer-to-business transaction or as a business-to-business transaction, and, as a result, when it is determined based on the initial specified quantity that the initial order is to be treated as a retail-customer-to- business transaction, and the specified quantity of the initial order is in a range equal to or higher than a first predetermined quantity but lower than a third predetermined quantity, changing display information at the customer side to reflect the retail-customer-to-business transaction and a retail-customer-to-business promotion, and when it is determined based on the initial specified quantity that the initial order is to be treated as a business-to-business transaction, and the specified quantity is equal to or greater than the third predetermined quantity, changing the display information at the customer side to reflect the business-to-business transaction and a business-to-business promotion; subsequently processing and executing the order with the appropriate corresponding promotion, wherein when it is determined that the specified quantity of the initial order is lower than the third predetermined quantity, then it is determined based on customer side information if the initial order is eligible to be treated as a business-to-business transaction, and when it is determined based on the customer side information that the initial order is eligible to be treated as a business-to-business transaction, the seller side

<u>calculates a quantity difference to qualify for the business-to-business transaction and</u>

<u>promotion, displays the quantity difference along business-to- business transaction and</u>

<u>promotion information at the customer side, and provides the customer side with an</u>

<u>option of modifying the order.</u>

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure:

"Creating a great e-commerce business" (PTO-892 reference U).

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MICHAEL MISIASZEK whose telephone number is (571)272-6961. The examiner can normally be reached on 9:00 AM - 5:30 PM, Monday through Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on (571) 272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the

Patent Application Information Retrieval (PAIR) system. Status information for

published applications may be obtained from either Private PAIR or Public PAIR.

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For more information about the PAIR system, see http://pair-direct.uspto.gov. Should

you have questions on access to the Private PAIR system, contact the Electronic

Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a

USPTO Customer Service Representative or access to the automated information

system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Michael Misiaszek/
Examiner, Art Unit 3625